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Developing Craft Beer Sales Opportunities:the Beer Tasting Experience

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Developing Craft Beer Sales Opportunities The Beer Tasting Experience



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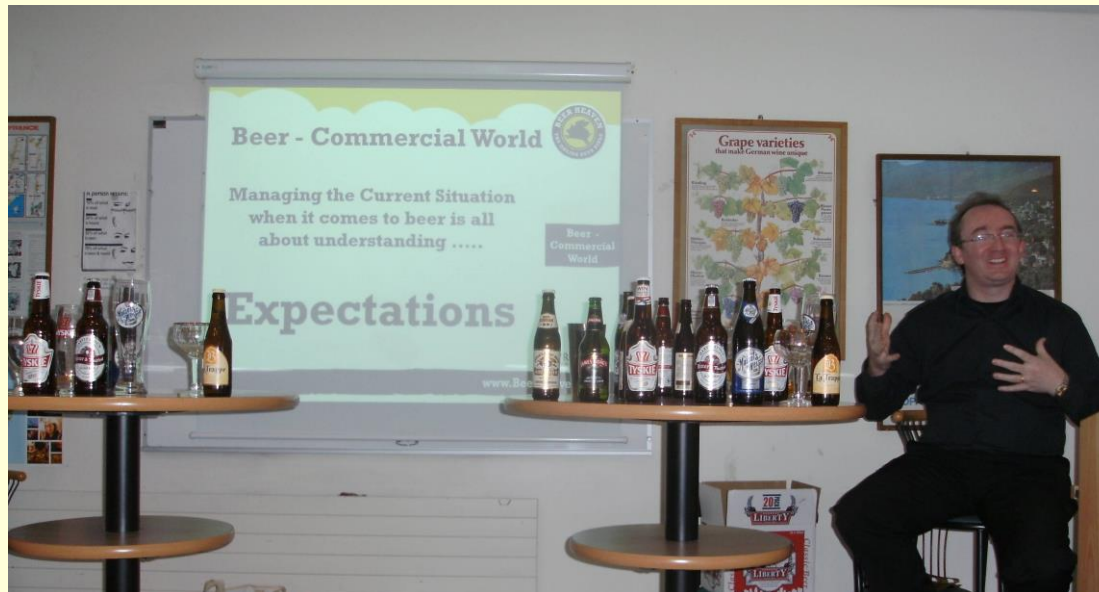
Presentation Overview

- **Getting Started:** initial considerations, basic set up checklist, final considerations.
- **Types of Beer Tasting:** comparative, varietal, horizontal and vertical.
- **Beer & Food:** appropriate pairings, lagers, ales & stouts.
- **Glasses:** sizes, shapes, best practices.
- **How we taste beer:** tasting and talking about beer, receptors. Systematic approaches, professional guides.
- **Themed Evenings and Events.**
- **Conclusion, Reading & resources, Training, References.**

Getting Started (initial considerations)

- The aim of this section is to offer advice to members of the hospitality and retail licensed trade industries, amateur beer appreciation clubs and tasting groups, what **preparations are necessary** and what **pitfalls to avoid** when you are **organising beer tasting events**.
- It is assumed that the purpose of any such tasting is to **present a range of beers** in the **most favourable light** either to induce sales, or simply to learn more about beer.
- The first thing is to **decide what type of tasting** it is to be, **what and how many beers** are to be shown, and **how many people are to participate**. This consideration **dictates the number** and type of beers to be tasted so deal with this first.
- Table 1 (next slide) offers us a **basic checklist of information** which you should consider to ensure that your tasting events are properly organised and deliver a satisfying result for your customers.

Dean McGuinness (Managing Director, Premier International Beers) delivers a focused beer tasting experience



Getting Started (setting up - basic checklist)

In Advance of the Tasting Session

- Guest List.
- Room Booking.
- Beer selection and stock requisition.
- Printing: invitations, tastings cards.
- Organise tables, cloths, glasses, sundries and audio visual equipment (optional).

Members of Staff

- Brief carefully before tasting commences.
- Allocate 'stands', tables, duties.
- Number of bottles to be opened, timing.
- Keeping tables uncluttered, removal of empty glasses.
- Boozers, free-loaders and un-invited guests – refer to host/ manager.

After the Tasting

- Organise a stock check
- Separation of unopened, opened and empty bottles of beer

Pre-Tasting Checks

- Clock room facilities
- Tasting room layout
- Tables: number, size, arrangement
- Table cloths or rolls of white paper
- Beer: delivered well in advance, to settle, temperature
- Plenty of beer for each tasting position; supporting stock
- Bottle openers, bottle blades; one per assistant or one per table (there are never enough)
- Collection boxes for bottle caps
- Lapel badges for hosts and assistants
- Glassware; right quantity, shape and size (polished and clean smelling)
- Tasting room lighting: correct intensity, type and position
- Spittoons or sawdust boxes for guests
- Cloths or napkins for glasses and wiping bottle necks. One per assistant
- Selection of suitable snacks to compliment the beers (dry biscuits, dry bread and plates)
- Jugs of water (without ice)
- Trays for removal of glasses
- Tasting cards or taste sheets for guests
- Price lists, supporting literature, hand-outs (if appropriate)
- Sharpened pencils or ball-point pens
- **Maps and posters** for decoration (**see separate slides**)
- Visitors books

Getting Started (final considerations)

'It is crucial in beer tasting that the major senses should be given a free rein to operate to best effect; thus the environment in which the beer tasting takes place is crucial' (Murphy, 2008).

Final Considerations

- ✓ Tasters should try to approach the tasting with **palates free** from cigarettes, food, fizzy drinks or other strong flavours. A piece of bread or plain water helps cleanse the palate.
- ✓ **Colds or hay fever** affect the ability to smell and taste well.
- ✓ The location should not be influenced by outside or internal **odours** which could confuse the power of smell – tobacco, perfume and aftershave should be avoided, and there should be no food smells coming from nearby kitchens.
- ✓ **Tasting glasses** with residual smells, e.g. cardboard, detergent or cloth, can invalidate a tasting. Smell the glass before use and look to see if it is star-bright.
- ✓ **Selecting the beers:** could be personal preferences, special tastings, themed evening

Preparing the beers

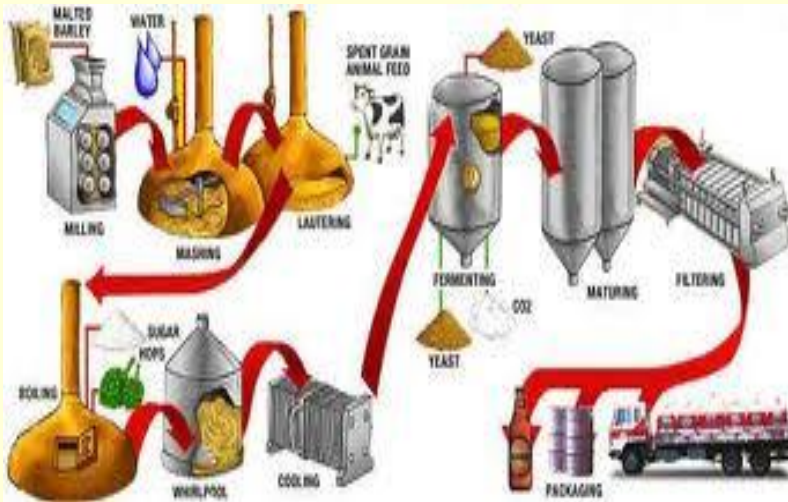
- Each beer has its ideal **temperature**.
- The **order of the beers** is crucial for the palate.
- Consuming **beer with wine**.



Maps and Posters (world beers & events)



Maps and Posters (process and ingredients)



Types of Beer Tasting

'There are numerous different ways of organising a beer tasting and these will affect the beers you buy'
(Murphy, 2008),

COMPARATIVE TASTING.

This is a beer tasting in which you and your guests taste three or more examples of **one particular style** (for example, tasting Pilseners, 1 from Germany, 1 from Czech republic, 1 from Ireland). Could be stouts, real ales, wheat beers, ciders.

TASTING BY VARIETIES.

This is a mix of styles, starting with the light beers and ending with the full character big ales and stouts, going from the least powerful style to the more perfumed, full bodied and higher in alcohol beers. Our guides to beer tasting lists the order of styles.

HORIZONTAL AND VERTICAL TASTINGS.

These are at the more professional (and therefore more costly) end of the market.

- a) A horizontal tasting compares beers from a specific region and vintage. (i.e. industry, trade, association panel tastings).
 - b) A vertical tasting sometimes also compares the beers wines of one producer. This will show the evolution of the beers and the effect different ingredients and the brewer have on the production of their beers (i.e. master classes with the producer, brewer). Once you have decided on your tasting, assemble your beers and follow the recommended temperature guides for optimum service and enjoyment .
- Willem Van Herre (Brewing Engineer, Timmermans Brewery, Belgium) gives a Masterclass accompanied by James Murphy DIT.**



Beer and Food

Beer and food pairing

- ✓ Think about appropriate matches.
- ✓ It is always worthwhile considering a (break period) for a small meal or snack.
- ✓ 3 basic considerations to take into account, - contrast, complement and cut.
- **To 'cut'** a dish is to try to offset its dominant flavors by proper beer selection or dish selection, if you start with the beer first. A heavily buttered duck can be cut well with a light pilsner, helping to achieve a good balance.
- **To 'contrast'** you want to actually highlight both by finding pairs that are distinctly different. the hearty flavour of barbecued steak is delightfully contrasted with a pale ale.
- **To 'complement'** combining like with like or pairing two that go together naturally . A Belgian beer complements a chocolate dish in ways that go beyond geography. Irish beer companies will also now assist you with beer menus, appropriate glassware and suggestions for pairing beers with your food offerings no matter how small or large your food offering.

Lager - so versatile and go well with many foods.

- **Lagers** - best with spicy foods,
- **Pale lagers** - lighter foods like appetizers, **Dark lagers** - saucy meals like beef stew, goulash and curries. **American light lagers** - spring rolls, salads and pizzas. „**Pilsner lager** - fat fish like salmon and tuna or well marbled meats like steak, or younger goats milk cheese.
- **Pilsner** exceptional with seafood (crabs, clam, shrimp, oyster or lobster)
- **Amber lager** - with tomato sauces and foods with sundried tomatoes. „**Wheat beers** pair well with fish.
- **American wheat beers** pair well with cream or ricotto cheese.

Ale - full bodied, sweet type of beer.

„**Brown ale** - chicken satay or cashew chicken. **Barley wine** - sweet dishes, i.e. rich sweet chocolate, caramel or strong cheese.
„**Amber ale** - stew and goulash dishes or thanksgiving meal. „**Pale ale** - Smokey dishes such as smoked fish plus pizzas or roast chicken.
„**Ale can also** used with a beef and ale pie, or beer battered fish. „**Fruity ale** - cheddar cheese.

Stout / Porter – slightly heavy drinks, more difficult to pair

„**Porters** - hard or Roquefort cheese or roast beef. „**Stouts**: Steak and Guinness pie, with oysters, burgers.

”



Beer and Food (menu sheets)



Glasses

The glass - glasses can make all the difference to your appreciation of a beer, always consider the following;

- The **size, shape and type** of glass can dramatically **affect your tasting** by enhancing your ability to pick up aromas and colours.
- **Glasses to choose:** Standard pilsner glass, long highball glass, balloon glass depends on the type of beer – why these glasses?, because they usually incorporate the following.
- **Large enough** to allow a tasting portion of beer to be swirled around, allowing the beer to ‘**open up**’.
- The sides should **slope inwards**, in a tulip shape, so that the beer can move freely to **release the flavours**, to be concentrated at the top for smelling.
- A **stem** so that the glass can be held without the **temperature of the beer being affected**, and the colour assessed.
- The glass should also be **clear**, enabling you to **judge the colour** of the wine.
- A **separate glass** for each beer is best, gives the possibility to return to any beer at your leisure.



How we taste beers

Ability to Taste (there is no right or wrong in anyone's description, it's highly personal to the scent and taste released)

- If you can taste food, they you can taste beer.
- Generally speaking what is good smells and tastes good; what smells 'off' and has a nasty taste is bad.
- It is all a matter of taste, and experience, experience, takes time it cannot be bought or studied up, remember tasting is subjective it appeals to the senses.
- If you really want to increase your ability to taste beers start with awareness of the basic principles, then find out what lies behind the colour, smell and taste of any beer and finally organise and attend plenty of beer tasting sessions.
- To help you on your quest for yourself and your customers I recommend that you should also follow the systematic approach (diagram shown).

Keep a small notebook (suggested content): producers name, vintage of every beer you tasted, brief note on each, your own grade system for the beer, what food you had with the beer if any.

Appearance (Eyes): Tip the glass away at **45 degrees angle**, hold it against a **white background** (paper even) – to see true colour of the beer, **colour ranges**.

Smell (Nose): Sense of smell and taste are **intertwined**, **glass design** captures a beer's aromas and funnels them in the right direction, **swirl** the beer to coat the inner surface, put your **nose** well in for ingredients influence aroma, if it lingers. **A good sniff** give you clues on condition.

Taste (mouth): Take a mouth full and **swish** it around your mouth quite vigorously, **breath** as you do (aeration, increased flavour), hold the beer in your mouth for 15-20 seconds, spit it out (spittoon) or swallow. **Your tongue** – taste receptors, *sweetness* at front, *acidity* at sides, *bitterness* at back, *high acidity* – mouth waters, *tannin* – dryness.

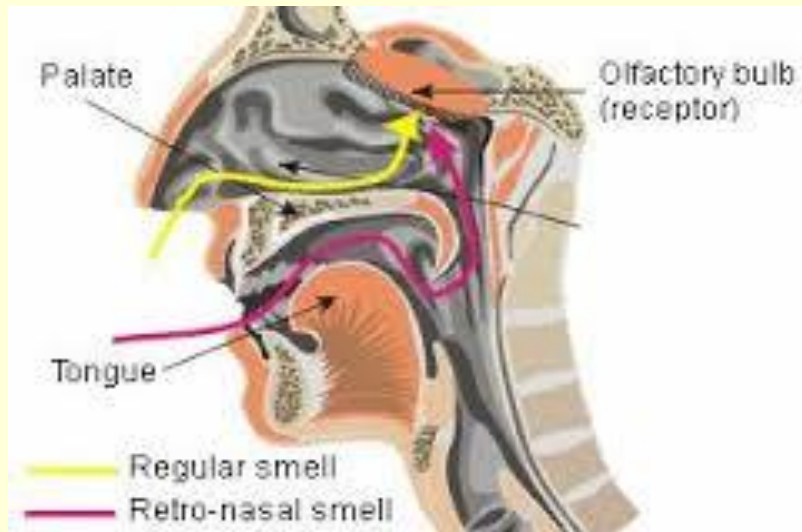
How we taste beers (tasting and talking about beers)

'Tasting is intelligent drinking' (Murphy, 2014).

"I am tempted to believe that smell and taste are in fact but a single composite sense, whose laboratory is the mouth and its chimney the nose" (The Physiology of Taste by Brillat-Savarin in Peter Davies, London, 1925). „

You should consider the following;

- Beers differ from one another in terms of **colour, texture, strength, carbonation, structure, body and length**, as well as **smell** and their complexity of *flavours*. A beer taster takes all these into account.
- We **smell tastes**, rather than tasting them with our tongue.
- The real organ of discrimination is the upper **nasal cavity**.
- Smells **stir memories**, helps your powers of analysis „apart from **sweet, sour, salt and bitter**, every taste term is borrowed from other senses (see next slide also).
- Most people are not attuned to what a beer offers, for example they **may be occupied** with conversation, or also drinking whiskey or gin which overwhelms it, or have a cold or simply never have tuned to the differences between ordinary and fine (craft) beers.
- **Communicating the sensation** of beer is harder than appreciating it.
- Words give **identity to sensations**, and help to clarify them.
- Experience tasters have a wider range of **reference** available to them than beginners.



How we taste beers (tongue receptors)

Tongue range of receptors.



Tongue range of receptors (updated)



How we taste beers (systematic approaches)

A little training can improve anyone's taste

1. Beers flavors and compounds

- Beer tasting is distinctly different to for example a wine tasting secession, when beer is officially tasted it usually forms part of **quality control procedures**, flavours emerge from **raw materials, brewing process, fermentation, ageing process**.
- There is internationally agreed set of very **specific flavors and tastes** expected and required which you are looking for which are based on **chemical formulas or production techniques (the flavour wheel – helps explaining taste and word association)**
- There are over **400 flavors and aroma compounds in various beers**, the **detection** of which has as much to do with the **concentration of the compound** causing the sensation. Yeast character is the single greatest source of flavour compound with it's own flavour profile (the brewers gold).
- Individual tasters have varying sensitivities, there are very few '**super tasters**'.

Glassware: Use **clean and dry** beer glassware (types, suitability and designer) appropriate for the particular style you taste and ensure the beer is at an appropriate temperature, be careful not to have the beer too cold or warm.

2. Judging a Beer - We judge a beer on its aroma, taste and its level of carbonation.

Aroma: beer aromas range from being quite malty to rather fruity styles. Some like Kriek and Framboise are dominated by the fruits used in making these fruit-based beers. The bouquet of a beer is determined by the;

- Type of malt used
- Types of hops used
- Use of other ingredients like fruits

Taste: beers range from light and refreshing style to rich, full-flavoured distinctively heavy styles. The taste or palate of a beer is determined by the

- Type and amount of hops used
- Type of malt used
- Type of yeasts used
- Amount of residual sugars
- Water used in the mashing and brewing

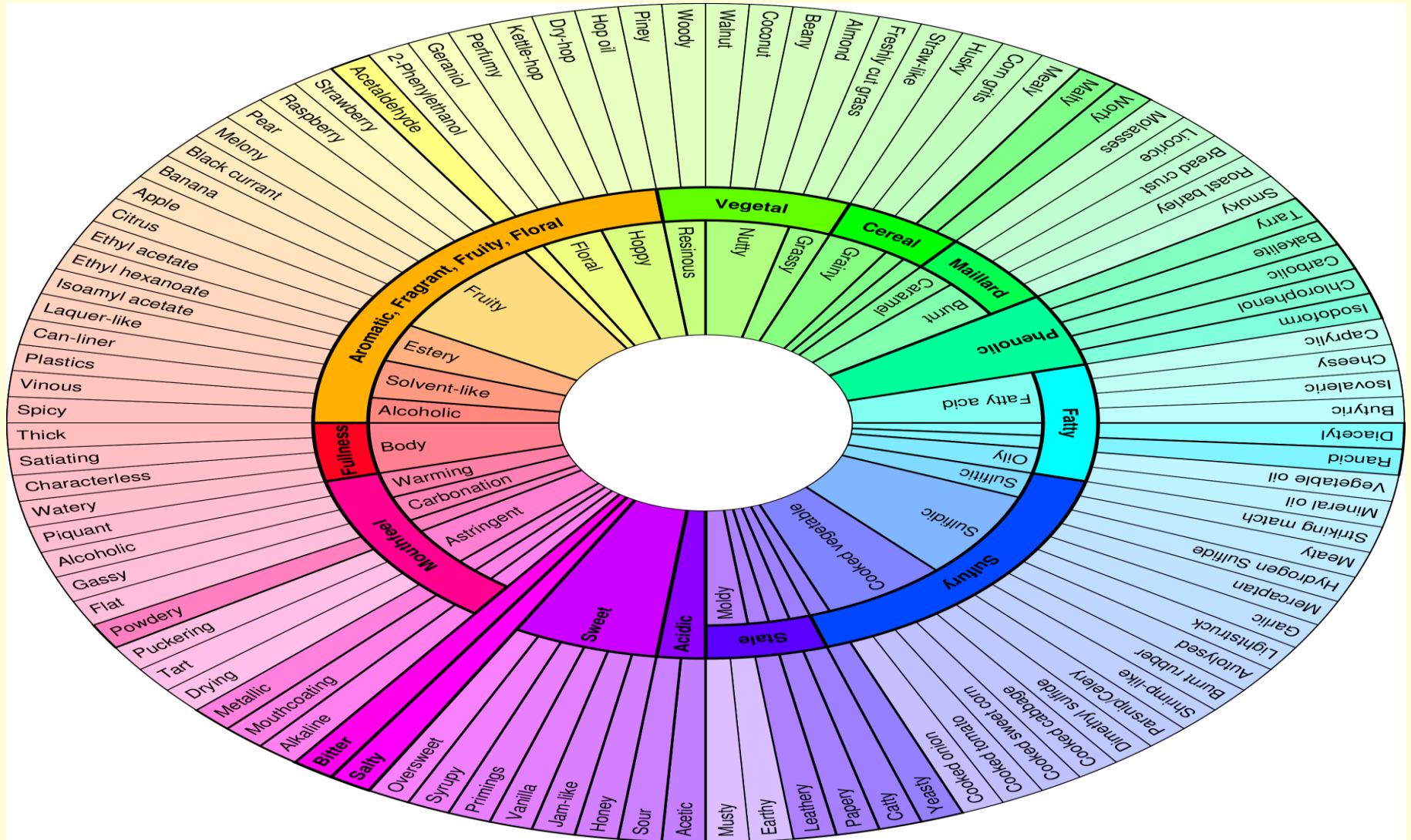
Carbonation: The level of carbonation is visually judged by observing the beer for the following characteristics

- Head (depth, quality and retention)
- Bead (consistent stream of bubbles)

Brussel's Lace: The foam that sticks to the side of a glass as the beer is consumed is termed Brussel's Lace. This is a sure sign of a beer that has been carbonated naturally.

How we taste beers


[Systematic approaches - The Flavour Wheel for Beer]



How we taste beers


[Systematic Approaches - The Beer Checklist]

Source: National Homebrew Club



BEER SCORESHEET

National Brewing Championships
Use Regular BJCP Scoresheet for Full Evaluation and Feedback



<http://www.bjcp.org>

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<http://www.nationalhomebrewclub.com>

Judge Name (print) _____

Judge BJCP ID/Rank _____

Judge Email _____

Style/Category _____

Special Ingredients: _____

Other Notes: _____

Entry #

INSTRUCTIONS: Use "X" or "□" boxes for attributes you perceive. Circle any boxes where style expectations were not met.

| AROMA | | | | | Malt | | | | | Hops | | | | | Esters | | | | | Other | | | | | 12 |
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| APPEARANCE | | | | | Color Specifiers | | | | | 3 | |
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| | Head Size | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Head Retention | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Head Texture | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
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| FLAVOR | | | | | Malt | | | | | Hops | | | | | Esters | | | | | Other | | | | | Balance | | | | | 20 |
|--------|------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--|---------|--|--|--|--|----|
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| | Bitterness | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | | | | |
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| MOUTHFEEL | | | | | Flaws | | | | | Finish | | | | | 5 |
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| | Body | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| | Carbonation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| | Warmth | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| | Creaminess | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| | Astringency | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| | | | | | | | | | | | | | | | |

| OVERALL IMPRESSION | | | | | Drinkability | | | | | 10 |
|--------------------|--------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| # | Assessment | X | L | M | H | | | | | |
| | Stylistic Accuracy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Technical Merit | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Intangibles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | | | | | | | | | | |

| TOTAL | | | | | Use back of sheet for additional comments | | | | | 50 |
|-------|---|--------------------------|--------------------------|--------------------------|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| # | Scoring Guide | X | L | M | H | | | | | |
| | Outstanding (45-50): World-class example of style | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Excellent (38-44): Exemplifies style well, requires minor tuning | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | Very Good (30-37): Generally within style parameters, minor flaws | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| | | | | | | | | | | |

| FLAWS (check where perceived or by indicating L, M or H intensity) | | | | | | | | | | | |
|--|-------|--------|-------|---------------|-------|--------|-------|-------------|-------|--------|-------|
| Fault | Aroma | Flavor | Mouth | Fault | Aroma | Flavor | Mouth | Fault | Aroma | Flavor | Mouth |
| Acetaldehyde | | | | Light-struck | | | | Sour/Acidic | | | |
| Alcoholic/Hot | | | | Medicinal | | | | Smoky | | | |
| Astringent | | | | Metallic | | | | Spicy | | | |
| Diacetyl | | | | Musty | | | | Sulfur | | | |
| DMS | | | | Oxidized | | | | Vegetal | | | |
| Estery | | | | Plastic | | | | Vinegary | | | |
| Grassy | | | | Solvent/Fusel | | | | Yeasty | | | |

How we taste beers

How to Judge Beer by Peter Garofalo (professional tasters guide)

1. **Examine the bottle.** Look for tight sediment (good), or excessive sediment (a possible sign of infection). Note the fill level: too high may result in low carbonation; too low (>1.5") may allow oxidation. Look for any rings around the bottle neck, which is another sign of contamination. Check the box if appropriate, or add some comments.
2. **Open the beer and pour** out 1-3 ounces, raising a solid head if possible. Immediately sniff the beer to capture the aromatics. Use long, deep sniffs or short, shallow sniffs--which ever works best for you, but be consistent for all beers judged.
3. **Write down initial aromas.** Follow the cues under the Aroma section: malt, hops, esters, and other aromatics. A complete score sheet must contain comments on each aspect. Try to be specific: is the malt caramelly, toasty, roasty, burnt...? Are the hops fresh, floral, earthy, citrusy...? If esters are present, what fruits do they evoke: berries, cherries, pears, plums? Be sure to note the presence (or absence) of expected characteristics for the style. For example, a German hefeweizen should have banana ester and clove phenolics.
4. **Move on to Appearance:** Comment on the beer's color--try to name it specifically: golden, amber, copper, brown, black, etc. and relate it to style expectations. Note the clarity: cloudy, turbid, clear, sparkling, opaque. Again, what does the style call for? Finally, note the head characteristics: color, bubble size, retention. Does it stand firmly or collapse quickly?
5. **Now, taste the beer.** Form an initial impression from the first sip, and allow it to linger a few seconds before swallowing. Note the finish (as you swallow) and aftertaste (a few seconds later). Pay attention to the cues under Flavor: malt, hops, fermentation characteristics, balance, finish/aftertaste, and other flavor characteristics. As under Aroma, try to specifically identify the type of malt, hops, esters (if present). Note the presence or absence of DMS and diacetyl, or other characteristics such as oxidation, sourness, sweetness, solvent character, etc. If present, are they appropriate? Be sure to note the balance from start to finish, and through to aftertaste. The best beers will remain in balance throughout.
6. **Move on to Mouth feel,** assessing the beer's body (thin, watery, medium, full, thick), carbonation level, alcoholic warmth, astringency, and other sensations. Be sure to note whether the attribute is appropriate for the style at hand.
7. **In the Overall Impression section,** give a general impression of the beer. Try to avoid personal pronouns (I think...), and give objective comments on how the beer fits the intended style. If flaws are noted, point to possible causes. **(see NHC Scoresheet – next slide)**



BEER SCORESHEET



<http://www.bjcp.org>

National Brewing Championships

<http://www.nationalhomebrewclub.com>

Judge Name (print) _____

Judge BJCP ID _____

Judge Email _____

Use Avery label # 5160

BJCP Rank or Status:

- ☐ Apprentice ☐ Recognized ☐ Certified
☐ National ☐ Master ☐ Grand Master
☐ Honorary Master ☐ Honorary GM ☐ Mead Judge
☐ Provisional Judge ☐ Rank Pending

Non-BJCP Qualifications:

- ☐ Professional Brewer ☐ Beer Sommelier ☐ Non-BJCP
☐ Certified Cicerone ☐ Master Cicerone
☐ Sensory Training ☐ Other _____

Descriptor Definitions (Mark all that apply):

- ☐ **Acetaldehyde** – Green apple-like aroma and flavor.
☐ **Alcoholic** – The aroma, flavor, and warming effect of ethanol and higher alcohols. Sometimes described as *hot*.
☐ **Astringent** – Puckering, lingering harshness and/or dryness in the finish/aftertaste; harsh graininess; huskiness.
☐ **Diacetyl** – Artificial butter, butterscotch, or toffee aroma and flavor. Sometimes perceived as a slickness on the tongue.
☐ **DMS (dimethyl sulfide)** – At low levels a sweet, cooked or canned corn-like aroma and flavor.
☐ **Ester** – Aroma and/or flavor of any ester (fruits, fruit flavorings, or roses).
☐ **Grassy** – Aroma/flavor of fresh-cut grass or green leaves.
☐ **Light-Struck** – Similar to the aroma of a skunk.
☐ **Metallic** – Tinny, coin, copper, iron, or blood-like flavor.
☐ **Musty** – Stale, musty, or moldy aromas/flavors.
☐ **Oxidized** – Any one or combination of stale, winy/vinous, cardboard, papery, or sherry-like aromas and flavors.
☐ **Phenolic** – Spicy (clove, pepper), smoky, plastic, plastic adhesive strip, and/or medicinal (chlorophenolic).
☐ **Solvent** – Aromas and flavors of higher alcohols (fusel alcohols). Similar to acetone or lacquer thinner aromas.
☐ **Sour/Acidic** – Tartness in aroma and flavor. Can be sharp and clean (lactic acid), or vinegar-like (acetic acid).
☐ **Sulfur** – The aroma of rotten eggs or burning matches.
☐ **Vegetal** – Cooked, canned, or rotten vegetable aroma and flavor (cabbage, onion, celery, asparagus, etc.)
☐ **Yeasty** – A bread, sulfury or yeast-like aroma or flavor.

Category # _____ Subcategory (a-f) _____ Entry # _____

Subcategory (spell out) _____

Special Ingredients: _____

Bottle Inspection: ☐ Appropriate size, cap, fill level, label removal, etc.

Comments _____

Aroma (as appropriate for style) _____ /12

Comment on malt, hops, esters, and other aromatics

Appearance (as appropriate for style) _____ / 3

Comment on color, clarity, and head (retention, color, and texture)

Flavor (as appropriate for style) _____ /20

Comment on malt, hops, fermentation characteristics, balance, finish/aftertaste, and other flavor characteristics

Mouthfeel (as appropriate for style) _____ / 5

Comment on body, carbonation, warmth, creaminess, astringency, and other palate sensations

Overall Impression _____ /10

Comment on overall drinking pleasure associated with entry, give suggestions for improvement

Total _____ /50

| | | |
|---------------|--------------------|--|
| SCORING GUIDE | Outstanding | (45 - 50): World-class example of style. |
| | Excellent | (38 - 44): Exemplifies style well, requires minor fine-tuning. |
| | Very Good | (30 - 37): Generally within style parameters, some minor flaws. |
| | Good | (21 - 29): Misses the mark on style and/or minor flaws. |
| | Fair | (14 - 20): Off flavors/aromas or major style deficiencies. Unpleasant. |
| | Problematic | (00 - 13): Major off flavors and aromas dominate. Hard to drink. |

| | | | | | | |
|------------------------|--------------------------|---------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Classic Example | <input type="checkbox"/> | Stylistic Accuracy | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Not to Style |
| Flawless | <input type="checkbox"/> | Technical Merit | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Significant Flaws |
| Wonderful | <input type="checkbox"/> | Intangibles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Lifeless |

Themed evenings & events

• **The themed evening / event** - significant development in recent years, can be paired with major beer festivals concept, major opportunity can be paired with suitable cuisines, events include;

- * **Meet the author:** beer and drinks authors evening.
- * **Beer tasting:** Brewery name / products named event.
- * **Beer tasting:** (Nationality event) i.e. Celtic Beers.
- * **World Atlas of Beer.**
- * **(Region / area) Brew Fest** or (Name) Craft Beer Festival.
- * **Beer & brewing 101:** event driven with the process explained and beer tasted.
- * **Beer & cheese pairing**
- * **7 beers to try before you die.**
- * **Craft beer crawl:** bars can co-operate and cluster together on this event.



Conclusion / Reading & Resources / Training / References

- **Conclusions.**
- **Reading & Resources.**
- **Training & Skills Development.**

References

Murphy, J. (2008) Developing Beer Sales opportunities, pp. 42-43, March, Licensing World, Jemma Publications Ltd: Dublin.

Murphy, J. (2011) Driving Beer Sales thorough focused thinking, February, p. 27, Licensing World, Jemma Publications Ltd: Dublin.

Murphy, J. (2013) Principles and Practices of Bar and Beverage Management, Goodfellow Publishing Ltd, Oxford: England.

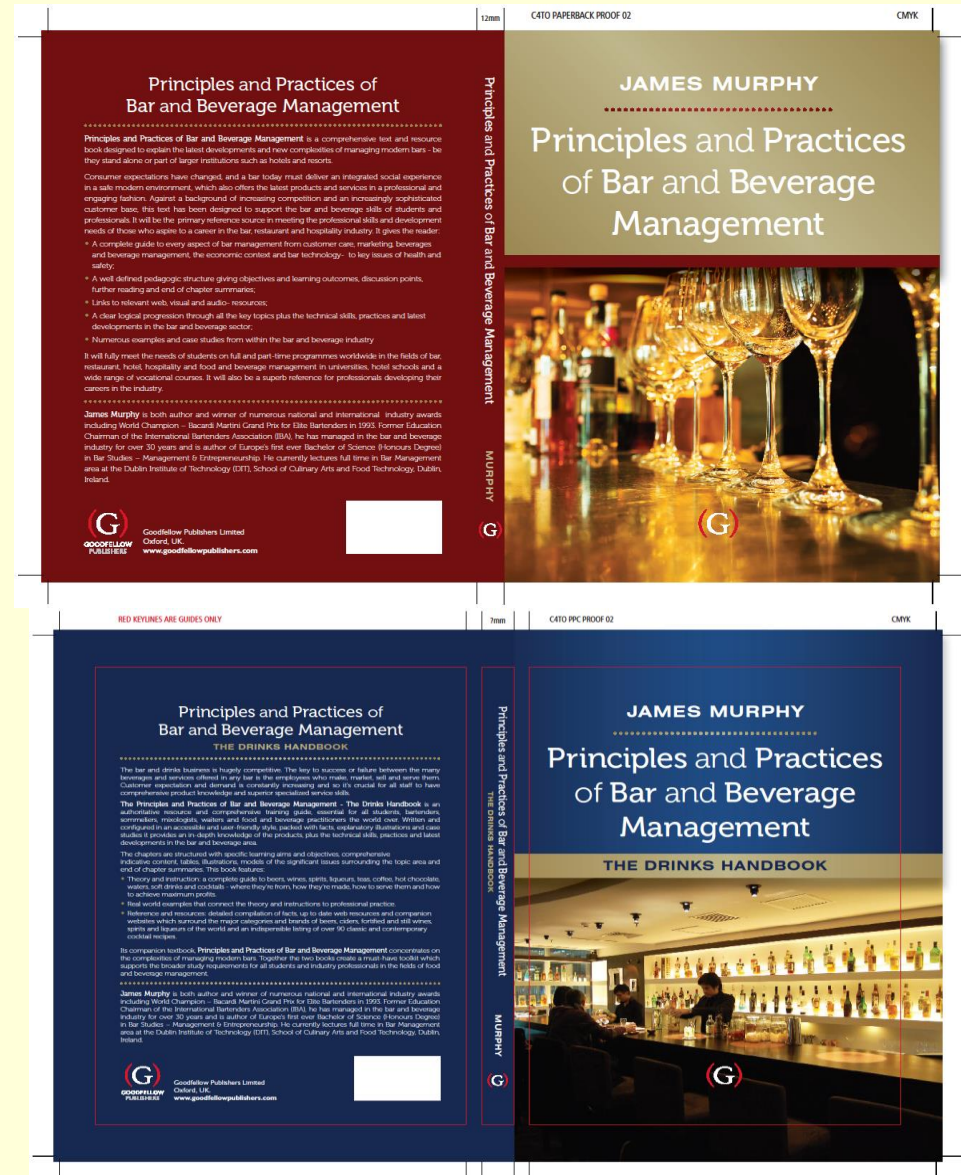
Murphy, J. (2013) Principles and Practices of Bar and Beverage Management – The Drinks Handbook, Goodfellow Publishing Ltd, Oxford: England.

Web Resources

www.Beoir.ie

www.beernaturally.ie

www.siebelinstitute.com



Questions

